

# Listening to Customers Leads to Success

**Synopsis:** Construction company Beta wanted to test its hypotheses about the value of a new solution for customers. DuckerFrontier conducted a voice-of-the-customer study to advance the commercialization of the new product to meet the value expectations of the decision makers and compete with current, competitive offerings.

**The challenge:** Beta, a building and construction materials company, manufactures products for walls and ceilings. The company identified an opportunity to fill a gap in product coverage for a specialty product and began developing a new solution. But Beta needed to validate its hypothesis that the concept addressed functionality, aesthetics, and price most effectively, and that it saved time during installation. Beta also needed to understand the correct channel for the new product's distribution.

**DuckerFrontier's approach:** DuckerFrontier took a two-phased approach, leveraging our extensive experience in customer intelligence and our contacts in the market to understand the voice of the customer and product installation/acceptance for Beta's proposed new solution.

- **Phase 1** involved conducting product trials and exploratory research. We ran product installation time trials with Beta's new product and a competitor product to test the time/labor and material savings for customers. After the trials, we conducted in-depth, one-on-one interviews to understand customers' current purchase decisions and installation preferences.
- **Phase 2** involved quantitative interviews with approximately 170 architects, contractors, and distributors to validate Beta's hypothetical concepts, purchase drivers, pricing, and channel strategy. We also conducted internal interviews with Beta's management to help Beta align on the new product branding and channel strategy.

**Client results:** At the conclusion of the study, Gamma had a detailed understanding of its competitor's advantage. DuckerFrontier provided a comprehensive overview of the competitor's go-to-market strategy and tactics, its multi-faceted sales and marketing process, and the organizational structure of its sales and marketing group, including the hierarchy of its sales and marketing process. Gamma also received recommendations to improve its own sales and marketing effectiveness, based on its strengths and weaknesses relative to the competitor.